



“Under 21? No Alcohol, No Way” — A Korean language training video, aimed at teaching store clerks how to make sure their customers are of legal age, used minor operatives and LCB employees as actors. Above Aaron Doyer attempts to buy beer from Tony Kim. See page 5 for the story.

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Compliance — A collaborative effort by licensees and the LCB

by Robert Burdick, Communications Director

Compliance checks are a valuable tool to help prevent under-age drinking. Statistics have shown that more frequent compliance checks lead to higher compliance rates over time.

Still, many in the regulated community — owners of small markets, chain store managers, independent supermarkets and others — can feel that they are being singled out when a compliance check is conducted.

The Liquor Control Board's Enforcement Division conducted nearly 6,500 alcohol compliance checks statewide during 2004. Each check was carried out by a liquor enforcement officer and an under-age operative. Operatives cannot appear older than they are (18 to 20 years old). They must always carry and present, when asked, legal Washington ID showing their true date of birth.

Nearly 1,100 of the businesses checked in 2004 — or 17 percent — sold to the minor operative. An 83 percent compliance rate, while not ideal, does indicate most businesses *do* pass their compliance checks. The LCB *wants* its licensees to pass these compliance checks. All licensees are encouraged to meet regularly with their enforcement officer and to seek assistance in developing strategies to improve compliance.

Enforcement officers take great care to ensure compliance checks are carried out in a fair and consistent manner and that licensees receive the help they need. If a business fails a compliance check, an enforcement officer will conduct a site visit to review strategies that can be used to avoid future compliance problems.

Failure to check ID is the number one reason businesses fail compliance checks. There are many tools available to help business owners and employees perform successful ID checks. Follow-up compliance checks are conducted only after these educational efforts have been made. *Continued on page 2*

Compliance — A collaborative effort by licensees and the LCB

(Continued from page 1)

Employee training can help reduce underage drinking

The Enforcement and Licensing divisions conduct scores of classes throughout the year on how to prevent consumption by minors, over-service and on other elements of the law and rules governing alcohol sales and consumption.

Two types of training are offered by liquor enforcement officers in regular weekly and bi-weekly sessions. An hour-long session focuses on ID checking. A two-hour session includes information on over-service and related rules and laws. A 20-minute videotape on ID checking also is available from the Liquor Control Board.

These classes are offered free at regional enforcement offices. Schedules are available on the agency Web site: www.liq.wa.gov.

The Liquor Control Board is not the only enforcement agency empowered to make compliance checks. Local and county enforcement agencies also can conduct checks. For example, Kitsap County enforcement agencies conducted about 400 compliance checks in 2004 with funding from a federal grant.

The number of compliance checks is expected to continue to increase in this decade and beyond because compliance checks remain the single most effective tool to ensure that businesses do not sell alcohol to minors. However, compliance checks alone will not be enough to produce a more acceptable statewide 90 percent compliance rate. Education and increased contact between the LCB and licensees also will be necessary to promote this objective.

Rick Phillips, chief of the Enforcement Division, encourages all business owners who have questions or feel they need help training their employees to conduct ID checks to contact their local LCB enforcement office and schedule an appointment with a liquor control officer.

Businesses struggling with compliance can take advantage of new laws and rules enabling them to conduct their own compliance checks, says Chief Phillips. These types of 'internal checks' have been shown to be very effective. Businesses can apply for permission to conduct controlled purchase programs — spelled out in WAC 314-21-025 — by writing a letter stating:

- the location(s) at which the controlled purchase programs will take place
- the name and contact telephone number(s) of the person on the premises who would supervise the program (must be 21 years of age)
- the licensee's written procedures for the program, which must address guidelines in WAC 314-21-025.

Everett Enforcement office and MAST Coordinator receive safety awards

The Snohomish County DUI Task Force honored Senior Liquor Enforcement Officer Kate Miyasato, Officers Bud Fish, Frank Gallegos, Troy McCallister, Ted Taketa, Steve Telstad and Sheri Zanger, and Regional Office Administrative Assistant Patty Whitemarsh for their work with bar owners to reduce the number of impaired drivers.

Kim Sauer, MAST Coordinator, also received an award March 9 at the Task Force's annual awards ceremony. Sauer was honored for her work in organizing and presenting Korean language licensee orientation and training programs.

Compliance rates

LIQUOR

There were 506 locations visited during liquor compliance checks in February 2005.

A total of 68 liquor licensed businesses sold alcohol to underage operatives.

The percent of liquor compliance for February is 86.6%; the 12-month average is 83.3%.

TOBACCO

There were 259 locations visited during tobacco compliance checks in February 2005.

A total of 50 tobacco licensed businesses sold tobacco to underage operatives.

The percent of tobacco compliance for February is 87.6%; the 12-month average is 90.3%.

New LCB rules clarify licensing process

The Liquor Control Board recently adopted rules making it easier for people applying for a liquor license to understand the licensing process and understand what they need to do to obtain a license.

The LCB processes more than 3,000 license requests annually. The new rules include an improved description of the liquor license application process, clarify who is a true party of interest and incorporate Board policy on criminal history and violations history of license applicants. The rules also clarify when an application is needed for a change of ownership.

A second new rule clarifies how and when local

governments and the general public may give input when a person applies for a liquor license or when a current licensee applies for a license renewal.

The new rules go into effect on April 4, 2005.

All licensees received copies of the proposed rules by mail in January 2005. Final rules may be viewed on the Liquor Control Board's Web site at www.liq.wa.gov under Laws and Rules/Rules Recently Adopted. If you have questions, contact Karen McCall, manager for retail licenses at 360-664-1631, or Pam Madson, rules coordinator, at 360-664-1648.

New MAST Coordinator says employee training protects customers and liquor licensees

In September 2004, Kim Sauer, former customer service supervisor, became the LCB Mandatory Alcohol Server Training (MAST) Coordinator.

Sauer has been with the Liquor Control Board for more than seven years, and has spoken with many current licensees during that time. In her new role, she is responsible for approving server training programs and certifying trainers for private companies that offer MAST programs and for visiting classes to perform quality assurance evaluations.

"The last time I went out for a compliance check, I was very pleased to see that everyone in the class was very attentive," Sauer said.

Employees who serve alcohol have 60 days to get trained and certified, but Sauer recommends that employers make sure servers understand the basics, including how to recognize signs of intoxication, the first day on the job.

"The criminal and civil liability for over-serving is so great," she said. "You just can't afford not to train people."

Some large licensed establishments have in-house trainers, but the majority of the 150,000 permit holders in



Kim Sauer, MAST Coordinator

Washington were trained by one of 26 private companies that offer state-certified MAST programs.

The five-year permits are non-renewable. Because rules and regulations change, servers must retrain and retest every five years.

As of Jan. 1, all MAST trainers are required to use a standardized test, available in English, Korean and Spanish. Video training may not be used exclusively, although trainers may use videotapes as part of an approved training program. See <http://www.liq.wa.gov/licensing/Mast.asp> for more information, including how an employee can replace a valid permit that has been lost.

Bills of interest to licensees

A number of bills before the Washington State Legislature are of interest to licensees. The session is more than half over, and the LCB is closely following the progress of this proposed legislation.

Beer and wine sampling in grocery stores

This bill would allow large grocery stores the opportunity to provide samples of beer and wine similar to the sampling privileges allowed for beer and/or wine specialty shops. The samples may be free, or for a charge. Single-serve samples must be no more than 2 ounces, and there would be a limit of a total of 8 ounces per customer for the purpose of sales promotion.

To qualify, a grocery store must operate a fully enclosed retail area encompassing at least 12,000 square feet. Customers must remain in the service area while consuming samples. The sampling area must be of a size and design such that the licensee can observe and control persons in the area to ensure that persons under 21 years of age and apparently intoxicated persons cannot possess or consume alcohol.

This bill would not allow breweries or wineries to provide samples of their own product. The Board has taken a neutral position on the bill as it is currently amended.

Keg sales by restaurants

Several establishments licensed as taverns have converted to spirits, beer and wine restaurants. These former taverns sold kegs to customers for off-premise consumption and continue to have the facilities to store and sell kegs. This bill would allow a restaurant holding an endorsement to the spirits, beer and wine restaurant license to sell malt liquor in kegs or other containers that hold four gallons or more. The LCB is neutral on this bill.

Courses of instruction on beer, wine and spiritous liquor

The bill would authorize restaurant licensees, through their managers, to conduct courses of instruction on beer and wine and furnish beer and wine samples to employees of the licensed establishment. The LCB is neutral on this bill.

Tribal enrollment cards as ID

This bill would require the state to accept as ID for the purchase of alcohol or tobacco products an enrollment card issued by a federally recognized Indian tribe located in Washington state. If passed, the new law would take effect Jan. 1, 2006. If the bill passes, the LCB will work with interested tribes, the Department of Licensing and other state agencies to create a document with appropriate security features.

Taxes on beverage alcohol

This bill would add new taxes to beer, wine and spirits and transfer revenues from all taxes on beverage alcohol to the Health Services Account.

Sunday sales pilot

This bill would require the Board to implement strategies to improve the efficiency of retail sales operations and maximize revenue-generating opportunities. The strategies that would be implemented include 1) expanding store operations to include Sunday sales in selected liquor stores; and 2) implementing a plan of in-store liquor merchandising. The bill calls for opening at least 20 state-operated stores for Sunday sales by Sept. 1, 2005. This bill is currently moving through both the House of Representatives and the Senate. The LCB is neutral on this bill.

Bill Information

The full text of bills and bill reports are available online: <http://www.leg.wa.gov/wsladm/billinfo1/bills.cfm>

SSB 5682: Beer and Wine Sampling in Grocery Stores

SHB 1430: Keg Sales by Restaurants.

SHB 1431: Courses of Instruction on Beer, Wine and Spiritous Liquor

SHB 1496: Enrollment Cards Issued by Federally Recognized Indian Tribes

HB 1089 Taxes on Alcoholic Beverages

SHB 1379: Sunday Sales Pilot

Korean language training video in final stages of production

A Korean language video demonstrating procedures for accurately checking identification to avoid selling alcohol or tobacco products to underage customers is in editing and is expected to be distributed at the end of March.

Typically, Liquor Control Board training materials are produced in English and then translated into other languages. Videotapes are dubbed in Korean and several other languages. But “Under 21? No Alcohol, No Way,” is being produced in Korean. The narration and graphics are in Korean, and the producers watched the actors closely during taping to make sure the body language and gestures also translate accurately.

“This represents the first project that has been done in a language other than English from beginning to end,” said Letty Mendez, Enforcement and Education Division program manager.

“It’s very realistic,” added Producer Les Profitt, who is working on the final edit. “It’s going to be great.”

The Korean Grocers Association, whose members allowed the production crew to tape in their businesses and who is helping distribute the finished product, is eagerly awaiting completion of the video.

“It’s going to be a really valuable educational tool for Korean licensees,” said Kevin Yoo, an association member.

Mendez and Profitt, Department of Information Services, along with Jan Britt, LCB’s Southwest Washington Enforcement manager, Tony Kim, Board administrative assistant, and Christina Kim, liquor license investigator developed the project and wrote the script.

Liquor Enforcement Officers Mike Burke, Oly Harrison and Saithith Manikhoth have roles in the video and some LCB minor operatives, who work with LCB officers on compliance checks, are also in the cast. Lakewood Police Officer Austin Lee demonstrates the proper procedure for checking ID. The video was taped over several days in stores in Pierce and Thurston counties.

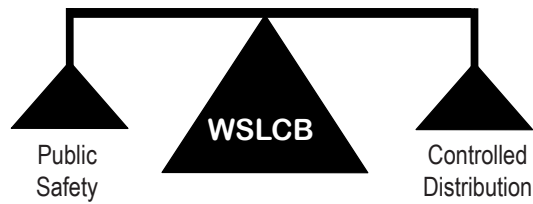
“Our new ‘stars’ are learning it isn’t as easy as it looks when you watch the final video,” said Britt, who took photos of the cast and crew.

Funding for the project comes from a federal program for enforcing underage drinking laws administered by the state Department of Social and Health Services Division of Alcohol and Substance Abuse. Meadow Food Mart in Tacoma, Qwik Mart in Bonney Lake, Chambers Center Chevron in Lacey, the Shop Fast in Olympia and other area retailers assisted by allowing the production crew to tape on their premises. The Korean American Grocers Association is helping distribute the video.

**Helpful information
available online at
www.liq.wa.gov**

Press releases, price postings and frequently requested publications such as the LCB Licensee Handbook are online at www.liq.wa.gov. The link “Forms and Publications” shows you the most recent versions of LCB brochures, forms and handbooks, which can be downloaded and printed. To contact the LCB via email or obtain phone numbers and addresses, click the link “Contact Information.” You can also browse for the name of the person in the Email Directory at the bottom of the page.

Washington State Liquor Control Board's Balanced Mission



Washington's control system helps protect the public by exercising a monopoly over the sale of spirits through a network of state stores and by closely controlling and regulating the sale of beer and wine. Revenue is a by-product of the system, which helps reduce consumption by meeting un-stimulated demand.

Public Safety

Public Safety is the principal goal of the state's control system. Two major divisions, Licensing and Regulation and Enforcement and Education, protect the public by ensuring that laws pertaining to the sale, distribution, manufacture and consumption of alcohol are enforced and the public is made aware of the negative health and social effects associated with alcohol over-consumption.

Enforcement

- Alcohol and Tobacco Compliance
- Licensee Education
- Community Oriented Liquor/Tobacco Enforcement
- Highly Trained Staff

Licensing

- Customer Service Priority
- Rapid Growth in Licensees
- Increased Regulatory Complexity
- Law, Rule, Policy Revisions
- Increased Legals Actions
- Increased Community Initiatives

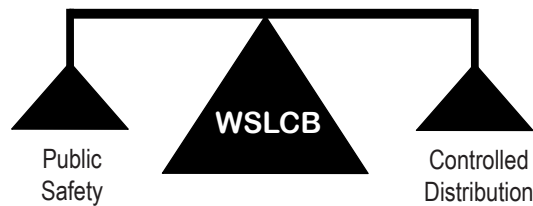
Education

- Licensing Workshops
- Diversity Programs
- Alcohol Awareness Campaign

Employee Development

- Mandatory Employee Training
- Career Skills Training
- Training Policy Development
- Civil Service Reform
- Improved Labor Relations

Washington State Liquor Control Board's Balanced Mission



Revenue Generation

The LCB's mission is to maximize revenue to the state by operating efficient, convenient and profitable retail stores. Gross bottle sales increased 26.3 percent between 1996 and 2004, and a 4.8 percent growth rate is forecast. The LCB will contribute more than \$3 billion in revenue to the state in the next decade if investments are made now to ensure future growth.

Retail Business Development

- Business Strategic Planning
- Store Profitability
- Inventory Management
- Accounting Systems
- New Store Development
- Store Relocation
- Wine Strategy
- Product Display

Distribution Center

- Expanded Operation
- Automated Product Handling System
- Maintenance Planning
- Employee Safety and Training
- Stakeholder Needs and Concerns

Customer Service

- Better Trained Employees
- Improved Product Information
- Improved Point-of-Sale Systems
- Improved Store Layouts
- Improved Signage
- Safer Stores

Remembering Tom Hall by Rex Prout, Assistant Chief

Former Enforcement Officer Tom Hall passed away in January following a heart attack.

Tom joined the Enforcement Division in 1985 and worked out of the Everett office with Randy Reynolds and me. Tom held a doctorate in Religious History and had served as an analyst with the CIA and was a college professor in Oregon. He was a very quiet, deliberative person with a warm and gentle sense of humor who never lost his professional manner. In Everett, he took great delight in watching Randy and me take turns derailing both our professional and personal lives on an all too regular basis. Many of us remember Tom, dressed like an English Country squire in his wool and flannels with Fred, the dog, constantly by his side at every personal function.

Tom was passionate about the importance of the job of enforcement. His investigative skills were first class and his dedication to the job was unrelenting. The first day as the regional manager of the Bellevue office, I called Tom in Everett and invited him to come join us. His doing so set the stage for at least one very treasured friendship with Susan Blaker, who stayed in touch with Tom even after he had left us for retirement with his wife in Oklahoma.

I have never met a man with the wealth of knowledge he possessed on just about any subject. This came in large part from the fact that he had an insatiable appetite for information and read constantly. In some ways it seems almost poetic that when Tom was struck down, it was the sound of a book dropping in the other room that alerted his wife. Over the years, I missed several opportunities to see Tom when he returned to visit the area. I should have made the time. I guess that will be the last of many lessons that Tom taught me over the years. Godspeed, Tom.



Tom Hall 1937-2005